Subject: RE: FW: Record Breaking Week for San Pedro Fish Market
From: "Bezmalinovich, Augie" <ABezmalinovich@portla.org>
Date: 03/13/2017 04:57 PM
To: 'Lorena Parker' <lparker@sanpedrobid.com>
CC: "jwilliams@labattleship.com" <jwilliams@labattleship.com>, "danny@longbeachcruises.com" <danny@longbeachcruises.com>, "eswanson@sanpedrochamber.com" <eswanson@sanpedrochamber.com>

Yes!

From: Lorena Parker [mailto:lparker@sanpedrobid.com]
Sent: Monday, March 13, 2017 4:48 PM
To: Bezmalinovich, Augie
Cc: jwilliams@labattleship.com; danny@longbeachcruises.com; eswanson@sanpedrochamber.com
Subject: Re: FW: Record Breaking Week for San Pedro Fish Market

Augie,

Do you mean the Topaz parking lot?

Lorena Parker
Executive Director
San Pedro Property Owners' Alliance
San Pedro Historic Waterfront
Business Improvement District
390 W. 7th Street | San Pedro, CA 90731
T 310.832.2183 | F 310.832.0685
Lparker@sanpedrobid.com
www.sanpedrobid.com

On Mon, Mar 13, 2017 at 4:24 PM, Bezmalinovich, Augie <ABezmalinovich@portla.org> wrote:
Hi Lorena,

Please read the email below and look at the attached photos that someone sent to me over this weekend. As you can see, the SP Fish Market and POC area was just hopping this past weekend and I suspect that this trend will be constant for the remainder of the year. Traffic and parking will get worse once the lane reductions take place on Harbor which are scheduled in April. "We" need to figure out a way to capture some of this audience and looking at the traffic up-and-down 6th street (as indicated in the attached photos) maybe it would be wise to open the parking lot at the Northeast corner of 6th and Centre and make it $5 all days. Along with plenty of signage and publicity (perhaps if it works out it could be another downtown shuttle stop) – maybe you can even hire one of those "sign-waiver" to waive a sign to get folks to park there. Signs when exiting the parking structure could promote local downtown businesses too (maybe on sandwich boards). Maybe an alternate route to POC can be to exit Gaffey Street and come down 6th Street to the parking structure? Maybe, you can talk to our tenants at the fish market and POC and perhaps they may even validate for parking? What do you think?

Thanks,
Augie

From: Mike Ungaro [mailto:mike@sanpedrofish.com]
Sent: Monday, March 13, 2017 8:48 AM
To: Alan C Johnson; Eric C Johnson; Wayne Ratkovich; Seroka, Gene; Joe Busciano; Commissioners
Cc: Bezmalinovich, Augie; Henry Ungaro; John Ungaro; Jennifer Ungaro; Peter Hudnut; Jeff Gibson; Brian Saenger; Clare DeBriere; Branimir Kvartuc; Glenn Twardy; Yamamoto, Tom
Subject: Record Breaking Week for San Pedro Fish Market

Good Morning Everyone!

I hope you all had a weekend remotely as amazing as we did! Let me tell you about it....

San Pedro Fish Market negotiated a deal with a foodie website called FoodBeast.com that adds all of our self-produced kingsoffish.com episodes to their web site and their social media sites, where they have millions of followers/fans

In return, foodbeast used their media contacts to promote San Pedro Fish Market to the world in the following ways...

> In the course of 24 hours, between 430pm March 2nd and 430pm March 3rd, FoodBeast produced and promoted a :45 second commercial for one of the fish market's world famous trays and promoted it via their media partners here and here and here to name a few.
>
> **By the end of the day Sunday, March 13, this short video was viewed nearly 30 million times bringing 30,000 new people from ALL OVER to San Pedro**. Every demographic you can imagine came to our waterfront and shut down harbor blvd and the surrounding roadways. As you all may know, this is normal during the summer, but it has **NEVER happened** on a Saturday with the exception of a four day 4th of July weekend....and this is Winter!
>
> Of course, the Port Police did an excellent job handling the situation with virtually no notice. NO ONE could have expected the response we had, yet we all pulled together and made it a success!
>
> All this and hardly any complaints! Take a look at Yelp Facebook and Travel Advisor to see for yourself. Sure, you'll find a few, but the ratio is so small relative to the number of visitors, it almost doesn't matter!

We thought you should know about this before it's forgotten as our accomplishments on the waterfront are rarely noticed or valued in the community for what the are - a top 1% accomplishment that's nearly unparalleled in the marketplace.

Stay tuned....We're just getting warmed up! We have a quite a few more promotions like this in the works!

Have a great Monday and enjoy the week!

Eat Fish- Live Longer!

Michael Ungaro
Principal
San Pedro Fish Market
Enjoy Our Award Winning Web Series at:
www.KingsofFishTV.com
310-350-8793 - Mobile
801-846-4944 - EFax

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